

Message Text

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UNCLAS BELGRADE 2370

E.O. 11652: N/A

TAGS: BEXP YO

SUBJECT: NOVI SAD AGRICULTURAL FAIR

REF: BELGRADE 2270

1. SUMMARY. U.S. AGRICULTURAL EQUIPMENT EXHIBITORS AT NOVI SAD FAIR HAD EXTREMELY ACTIVE AND PRODUCTIVE WEEK. FAIR HAS GENERATED NUMEROUS MEETINGS WITH IMPORTANT CUSTOMERS. SIGNIFICANT CONTRACTS HAVE BEEN SIGNED, INCLUDING JOHN DEERE SIGNING CEREMONY ATTENDED BY AMBASSADOR ON MAY 16. END SUMMARY.

2. U.S. AGRICULTURAL MACHINERY EXHIBITORS EXPRESS ENTIRE SATISFACTION WITH EXTREMELY FAVORABLE COMMERCIAL RESULTS STEEMING FROM THEIR PARTICIPATION IN U.S. EXHIBIT AT NOVI SAD. INDIVIDUAL REPRESENTATIVES REPORT FOLLOWING RESULTS OBTAINED THUS FAR:

(A) JOHN DEERE: ALL EQUIPMENT EXHIBITED HAS BEEN SOLD, REPRESENTING FIRM CONTRACTS FOR MORE THAN \$1.3 MILLION OF HEAVY TRACTORS AND RELATED MACHINERY. ON MAY 16, AMBASSADOR ATTENDED CONTRACT SIGNING CEREMONY AT U.S. PAVILION, BETWEEN JOHN DEERE AND IMPORTANT CUSTOMER FROM MACEDONIA. THIS EVENT, WHICH DREW INTEREST FROM PRESS, SYMBOLIZED JOHN DEERE'S SUCCESS AT FAIR. JOHN DEERE'S THREE REPS REPORT ANT CONTINUOUS BUSINESS MEETINGS WITH OLD

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AND NEW CUSTOMERS ARE CERTAIN TO GENERATE FURTHER SALES. ACTIVE

NEGOTIATIONS ALSO UNDERWAY ON MECHANIZATION SCHEME IN VOJVODINA INVOLVING \$5-6 MILLION ON FARM EQUIPMENT.

(B) HESSTON REP HAS HAD NUMEROUS PRODUCTIVE INQUIRIES, INCLUDING FIVE PROMISING NEW CUSTOMERS. ALL BUT ONE PIECE OF EQUIPMENT EXHIBITED HAS BEEN SOLD, AND CONTRACTS FOR FUTURE DELIVERIES ARE IMMINENT. HESSTON, BASED ON RESULTS AT FAIR, ESTIMATES ANNUAL SALES OF AT LEAST \$300,000, REPRESENTING 40-50 MACHINES PER YEAR. WINDROWERS, "STAKHAND" SYSTEMS AND FORAGE HARVESTERS ARE VERY POPULAR. HESSTON REP STATES THAT HIS PARTICIPATION AT FAIR HAS OVERCOME ANY DOUBTS ABOUT YUGOSLAV MARKET, AND THAT RECENTLY CONCLUDED AGENCY AGREEMENT IS VERY WORTHWHILE.

(C) PIPER IS FINALIZING SALES FOR NINE AGRICULTURAL AIRCRAFT, AMOUNTING TO ABOUT \$315,000. AIRCRAFT HAS ATTRACTED GREAT INTEREST FROM PUBLIC AND OFFICIAL VISITORS. PIPER REPORTS FIVE ADDITIONAL SERIOUS INQUIRIES WHICH SHOW GREAT PROMISE FOR FUTURE SALES.

(D) INTERNATIONAL HARVESTER. AS REPORTED REFTTEL, IH HAD SERIOUS DELAYS IN GETTING MACHINERY TO FAIR. FINALLY, ON MAY 16, TRACTOR AND PLANTER WAS INSTALLED. IN SPITE OF THIS PROBLEM, IH MET WITH NUMEROUS IMPORTANT CUSTOMERS RESULTING IN EXCELLENT PROSPECTS FOR FUTURE SALES.

3. KEEN INTEREST IN US EXHIBIT REFLECTED IN TURNOUT OF IMPORTANT GOVERNMENT AND AGRICULTURAL GUESTS AT RECEPTION HOSTED BY AMBASSADOR ON MAY 16. MANY EXPRESSED DEEP APPRECIATION FOR U.S. PARTICIPATION IN THIS YEAR'S FAIR.

4. COMPREHENSIVE REPORT ON FAIR TO FOLLOW.
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